

# CONTENT JOURNEY: ...

CUSTOMER JOURNEY

CONTENT ELEMENTS

	STAGE	STAGE	STAGE	STAGE	STAGE
CUSTOMER EXPERIENCE					
STEPS	1. [Fill in the steps of the customer journey] 2. ...				
TOUCHPOINTS	<ul style="list-style-type: none"> <li>[Which touchpoints are used?]</li> </ul>				
CONTENT PURPOSE	<ul style="list-style-type: none"> <li>[What is the purpose of the content? E.g., Inspire, Inform, Persuade ...]</li> </ul>	• ...	• ...	• ...	• ...
USER NEEDS	<ul style="list-style-type: none"> <li>[What are the user's needs at this stage? E.g., Can I trust this company?, what are the costs?]</li> <li>• ...</li> </ul>	• ...	• ...	• ...	• ...
TOPICS	<ul style="list-style-type: none"> <li>[What are the topics you want to convey information about? Product info, contact details]</li> </ul>	• ...	• ...	• ...	• ...
TYPES (FORMATS)	<ul style="list-style-type: none"> <li>[What are best formats for these topic types? E.g., Vlog, infographic, video, text page]</li> </ul>	• ...	• ...	• ...	• ...
CONTENT CONSIDERATIONS	<ul style="list-style-type: none"> <li>[What general considerations are there to think of? E.g., principles to apply to tone of voice, CMS issues, etc]</li> </ul>	• ...	• ...	• ...	• ...